

BROWN SQUARE PARK -- Rochester, NY

Design Summary (DRAFT)

Prepared By:

NORRIS DESIGN : 1101 Bannock Street Denver, CO 80204

LARSEN ENGINEERS: 700 West Metro Park Rochester, NY 14623



November 4, 2009

Rev. November 9, 2009

The City of Rochester defines "special events" in the following categories if one or more of the listed activities occurs:

Festival		Mega Festival		Mega Night Life Festival
An emission fee is charged		Anticipated attendance of event is over 5,000 people		Anticipated event is over 5,000 people
Vendors sell products/wares		Primary event hours are daytime hours (10:00 am to 6:00 pm)		Primary event hours are evening hours/purpose of event is "night life"
Carnival games amusement rides are offered for a fee		Any sales of alcoholic beverages are confined to specific beer gardens within festival perimeters		Alcoholic beverages are being sold openly throughout the festival perimeters, the entire festival area is the "beer garden enclosure"
Attendance is double the estimated population in the area where the event is to be held				
Purpose of the event is a fundraiser				
Interference with parking and safe movement of pedestrians and/or vehicular traffic in the area				
When alcoholic beverages are being sold				

Note: Information in the above table provided by City of Rochester Special Events and Recreation Facility Policies and Procedures

CONCEPT SUMMARY

		CONCEPT ONE		CONCEPT TWO
THEME		<i>History on Display</i>		<i>Gateway to the Game</i>
COST		\$2,583,561.00		\$2,188,698.00
COMMUNITY/NEIGHBORHOOD GATHERING CAPACITY***		50 sf/person, Total SF=119,000, Total Capacity=2380		50 sf/person, Total SF=138,500, Total Capacity=2770
FESTIVAL CAPACITY		35 sf/person, Total SF=113,000, Total Capacity=3230		35 sf/person, Total SF=133,000, Total Capacity=3800
MEGA FESTIVAL CAPACITY		25 sf/person, Total SF=108,000, Total Capacity=4320		25 sf/person, Total SF=138,000, Total Capacity=5520
MEGA NIGHT LIFE FESTIVAL CAPACITY		15 sf/person, Total SF=96,000, Total Capacity=6400		15 sf/person, Total SF=143,000, Total Capacity=9533

***Note: Community/Neighborhood Gathering is a proposed addition to the City of Rochester standard "special use" definitions. The Community/Neighborhood Gathering special use is envisioned to be for smaller, intimate types of events and to be typical of neighborhood park uses (i.e. movies in the park, family reunions, farmers markets, etc.).

CONCEPT 1

USE	SF Available	SF/P	Capacity
Community Gathering	64,000 + 49,000 + 1/2 vendor area = 119,000 SF	50	2380
Festival	64,000 + 49,000 = 113,000 SF	35	3230
Mega Festival	64,000 + 49,000 - 5,000 (Beer Gdn.) = 108,000 SF	25	4320
Mega Night Life Festival	64,000 + 49,000 - 17,000 = 96,000 SF	15	6400

NOTES:

1. The beer garden was calculated at 60'x40' = 2400 SF x 2 = 4800 SF, rounded to 5,000 SF for estimating
2. 17,000 SF subtraction from the mega night life festival accounts for the area in back of the stage which is not useable for a concert venue.

CONCEPT 2

USE	SF Available	SF/P	Capacity
Community Gathering	49,000 + 91,000 + 1/2 vendor area - 10,000 (Play Area)= 135,500 SF	50	2710
Festival	49,000 + 91,000 - 10,000 (Play Area) = 130,000 SF	35	3714
Mega Festival	49,000 + 91,000 - 5,000 (Beer Gdn.) = 135,000 SF	25	5400
Mega Night Life Festival	49,000 + 91,000 = 140,000 SF	15	9333

NOTES:

1. The beer garden was calculated at 60'x40' = 2400 SF x 2 = 4800 SF, rounded to 5,000 SF for estimating
2. 10,000 SF subtraction from the Community Gathering and Festival uses accounts for the childrens ride area which could be available for the mega festival and night life festival events.